



Programme For 2013

LEISURECHECK

NZ and Australia Management Measures

On-line survey open now!

Final opportunity NOW to participate in 2013, closes July 31.

Audits completed – September 30, 2013

Advisory Group Meeting – Rotorua, November 19, 2013

Report distributed – December 13, 2013

Australia Visitor Measures

Membership and participation in 2014 survey, to be confirmed by November 30, 2013

PARKCHECK

New Zealand Management Measures

Report preparation currently underway

Report distributed – August 30, 2013

User Group meeting in association with NZRA conference, Rotorua, November 20-22, 2013

New Zealand Visitor Measures

Membership and participation in 2014 survey, to be confirmed by November 30, 2013

Survey period 1 January to 28 February 2013 completed – June 14, 2013

User Group meeting in association with NZRA conference, Rotorua, November 20-22, 2013

Australia Visitor Measures

Membership close and toolkit sent to members – July 2013

Customer Surveys undertaken August to October, 2013

Final Report released early November, 2013

Australia Management Measures

On-line survey open now!

Final opportunity to participate in 2013, closes July 31.

Surveys completed by August 9, 2013

Audits completed – September 20, 2013

Report distributed – November 8, 2013

Europe Visitor Measures

Survey period currently underway

Final report released end of September 2013

Europe Management Measures

Membership and participation in 2014 survey, to be confirmed by December 30, 2013

2014 survey open from mid January 2014

Canada Management Measures

Membership and participation in 2014 survey, to be confirmed by December 30, 2013,

2014 survey open from mid January 2014

South Africa Management Measures

On-line survey available – September 1, 2013

Survey completed by September 30, 2013

Audits completed – November 8, 2013

User Group Meeting in association with IERM Convention, Stellenbosch, November 11-13.

Report distributed – December 20, 2013

YARDSTICK

Newsletter

Half way through the year already!

2013 continues to be a busy year with ongoing improvements for our online surveys and reporting, enhancements to the Leisurecheck Management Measures project for event centres and sports halls, and work on some other possible projects in the pipeline.

Management Measures Surveys

All our Management Measures surveys are now online and the major final enhancement of this phase, to add members previous year's responses to the current year's survey is about to be rolled out. The answers won't be "pre-populated" as such, but you will be able to view your response from last year, and for written responses, copy and paste the response as required.

This should make completing the Management Measures survey that much quicker and easier for you – and also help maintain the consistency of your responses from year to year. But please, do take the time to check and update your responses where appropriate.

This feature will first be available for Leisurecheck and the Australian Parkcheck surveys from this July.

Event Centres, Arenas and Sports Halls

This year, Leisurecheck Management Measures has been enhanced with new questions catering for the specific information and reporting needs of event centres, arenas and sports halls. The survey will collect information specific to these dry only facilities, including new categories for usage, event bookings and utilisation rates with corresponding revenue information, specific user charges and staffing information.

The Leisurecheck Management Measures project is currently underway, so you will need to act quickly (by the end of July) if you want to measure your results and find out how you perform in comparison with other similar facilities.

Australia

Both Parkcheck and Leisurecheck Management Measures projects are being rolled out, but it is not too late to sign up, if you haven't already. Close off for this year's programme is at the end of this month (July). Contact jayson@yardstickglobal.org for more information.

South Africa

South Africa will be using the online survey for the first time, with the Parkcheck Management Measures project due to kick off in September. We will be holding a User Group meeting during the IERM convention in Stellenbosch in November (11th-13th), so make sure you are there to hear in more detail about where Yardstick is heading, and to have input into the 2014 South African benchmark questions.



Canada

We have just completed the Parkcheck Management Measures project in Canada, with a successful User Group meeting hosted by the City of Calgary.

Canadian Project Director, Chris Rutherford, will be attending the Alberta Parks and Recreation Conference in Lake Louise from October 23rd-26th, so if you would like to find out more about the project, please catch up with Chris at this event.

The next round of the Parkcheck Management Measures project will commence in January 2014, and we would like you to participate. Please contact us prior to the end of 2013 to arrange your membership in the project.

Please contact one of our Canadian project partners, Steve Allan sallan@arpaonline.ca or Shelly May shelley@ontarioparksassociation.ca, to sign up or obtain further information.

Visitor Measures Project

The Parkcheck Visitor Measures projects are currently underway for our European members and we are just finalising participation for Australian members where surveys will be undertaken from August to the end of October.

We are increasingly being requested to provide a service to undertake the actual field survey interview work, which we have undertaken for a number of organisations, so you don't need to worry about engaging or organising staff to undertake this part of the project. If you are interested please contact us and we can prepare you a proposal.

In New Zealand the Getsmart survey system for aquatic and leisure centres has been established at a number of facilities. The methodology involves the collection of customer email addresses, with the customers completing an online survey at home in their own time. Facility managers then receive a summary of the results on an ongoing live basis throughout the year.

Membership in the Yardstick Getsmart system is now available (New Zealand only currently), so please contact chris@yardstickglobal.org for more information.



Europe

The Parkcheck Management Measures project in Europe has recently been completed, with a successful User Group meeting hosted by the County of South Dublin.

As with Canada, the next round of the Parkcheck Management Measures project will commence in January 2014, so if you wish to participate next year, please let us know prior to the end of 2013.

The Visitor Measures surveys are underway in Denmark, Norway and Finland and the results will provide support for levels of service reporting and review. If you would like to see the results of this project contact Chris Rutherford chris@yardstickglobal.org

Technology developments

We are continuing to work on our on-line database development for Management Measures, with everyone now completing the first round of the on-line survey.

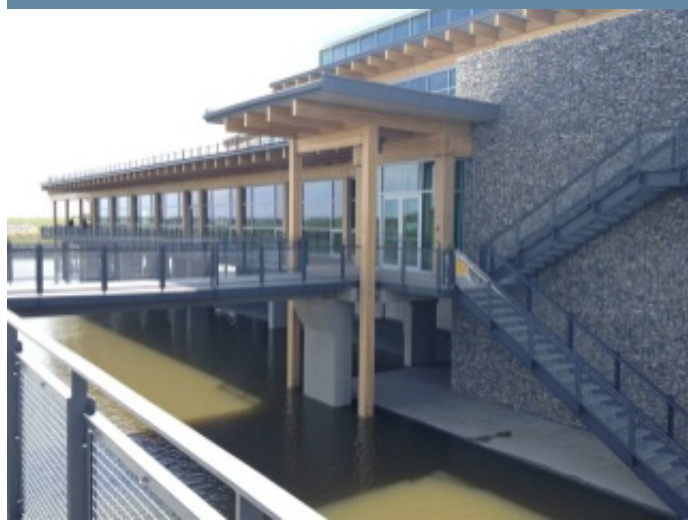
This creates the opportunity for the 2nd stage of development, which is to link the current years' survey with your responses from the previous year. The intention of this is to make it much quicker and simpler for you complete the survey each year, and also help ensure consistency of your responses from year to year.

The 3rd stage of development is to create an on-line reporting functionality. This will enable you to access all the Management Measures results on-line, with the added ability to self select your own peer groups.

We are also working on developing an individual performance report, which summarises your key results including comparison with your peer group and total sample, together with prioritised recommendations for improvements based on your specific results.

Once these two features are in place, our intention is to dispense with the printed folder report (and save a few trees!). However, you will still be able to access a full pdf version of the report, if you prefer the traditional format.

We are also investigating the potential to move the Visitor Measures report to an online platform, which can be continuously updated as organisations undertake their visitor surveys, which will provide greater flexibility for when the surveys are undertaken and allow a wider data set of results for even better comparison.



Other projects in the pipeline

Community development project

Christchurch City Council (NZ) are leading a project to develop a specific Yardstick project to measure and report on community development projects. The areas being covered are strengthening communities (community grants), community safety, early learning, community housing and community facilities.

The project blends traditional approaches from Yardstick to record and measure management information while incorporating a range of user measures to record levels of satisfaction from the end users.

The project is approaching the pilot stage after which, assuming a successful conclusion, the project will be available for others to participate in. It has been designed to enable it to be adjusted and tailored to meet specific organisation's needs.

Municipal Corporate Performance Indicator Project

Following on from the New Zealand Government initiative to develop a municipal benchmarking project, we have been working with a partner to develop a municipal benchmarking programme to collect and report on high level performance indicators across the full range of municipal activities.

This project is intended to provide a Chief Executive with clear, concise reporting against a series of benchmarks which will enable the organisation to clearly compare itself against other specific organisations as well as industry mean results.

Sustainability project

An international Cities Biodiversity Index project is being co-ordinated by the Singapore Government. We have been exploring the possibility of using the Yardstick framework to assist in delivering and enhancing components of this project to help ensure its long term sustainability and wider participation. If you currently use the "Singapore Index on Cities Biodiversity", or would like more information or have an interest in the promotion of biodiversity, please contact chris@yardstickglobal.org